

WHAT IS CLAIMED IS:

1. A method of enabling a consumer to program a remote control device associated with an appliance that is Internet-connectable, the method comprising:
- enabling connecting the appliance to a server on the Internet in response to the consumer controlling the remote control device; and
 - enabling the server to download to the appliance data representative of a control code for being programmed into the remote control device via the appliance.
2. The method of claim 1, comprising enabling the consumer to manipulate the data prior to the data being programmed into the remote control device.
3. The method of claim 1, comprising enabling to program the device via a wireless connection between the appliance and the device.
4. The method of claim 1, comprising enabling the consumer to notify the server, through the appliance, of equipment for which to download the control code.
5. The method of claim 4, wherein the equipment comprises a further appliance.
6. The method of claim 4, wherein:
- the equipment comprises the appliance; and
 - the control code relates to a functionality of the appliance.
7. A system comprising an Internet-connectable appliance and a remote control device for user-control of the appliance, wherein:
- the remote control device is programmable;
 - the remote control device has a button for causing the appliance to initiate connecting to a specific server on the Internet;
 - the appliance is capable of programming the remote control device based on data received from the specific server.

8. The system of claim 7, wherein the appliance allows a user to manipulate the data prior to programming the remote control device.
9. The system of claim 7, wherein the appliance and the remote control device communicate via a wireless connection for achieving the programming.
10. The system of claim 7, wherein the appliance comprises a set top box.
11. A method of creating a customer base, the method comprising:
- enabling a user of CE equipment to specify to a server on a data network information about the equipment;
 - enabling to program via the data network remote user control of the equipment according to the information; and
 - storing the information in the customer base.
12. The method of claim 11, wherein:
- supplying a remote control device that is pre-programmed for use with a set top box;
 - the method is used for subsidizing the set top box.
13. The method of claim 11, comprising supplying the remote.
14. The method of claim 11, further comprising enabling to use the customer base to provide a customized service to the user.
15. A method of providing a customized service to a user of CE equipment using a user profile based on the user having specified to a server on a data network information about the equipment for enabling to program via the data network remote user control of the equipment.
16. A method of enabling a consumer to control an apparatus with a remote control device via an appliance that is Internet-connectable, the method comprising:

- enabling connecting the appliance to a server on the Internet in response to the consumer controlling the remote control device; and
- enabling the server to download to the appliance data representative of a control code for control of the apparatus via the appliance.

17. An Internet appliance comprising a look-up table that is programmable with data downloaded from a server on the Internet, wherein:

- the look-up table maps a first control code, received from a remote control device, onto a second control code for control of an apparatus via the appliance.

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